

## ABSTRACT

[0036] A method and apparatus for escalating messages to a user concerning events of importance to the user comprising receiving information concerning an event, evaluating its importance to the user, and if the event is determined to be important enough for the user to be contacted, selecting a first way of contacting the user and using that first way to do so, waiting for a period of time for the user to respond, and if the user does not respond, selecting a second way of contacting the user and using that second way to do so.

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